

# Onboarding coaching for Acme's new AEs

Prepared for Jordan Lee, Vice President Sales Enablement, Acme

Jordan, thank you for sharing what you want for your new sales hires. Here is what we heard, organized with SPICED, plus the questions we would love to explore together.

## S

### SITUATION

You are looking for coaches to ramp your new Account Executives, starting with the North America team. The motion that matters most is selling to mid-market IT buyers.

Public context: Acme opened a second sales hub in Denver (press release, March 2026).

How many new AEs start this year, and where will they be based?

## P

### PAIN

You want new reps coached on live deals. In your words:

- Shadowing first customer calls
- Weekly 1:1 coaching for new hires
- Reviewing recorded discovery calls
- Certifying reps before they own a territory

Where do new hires stall today?

## I

### IMPACT

The outcome we heard: new AEs who carry a full territory sooner, and managers who spend less time re-teaching the basics.

What would you measure: time to first closed deal, ramp attainment, or something else?

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### CRITICAL EVENT

Timing is still open.

Is a date shaping this, such as a hiring class start or the next planning cycle?

## D

### DECISION

You are exploring outside coaching support for your new-hire program.

Who else weighs in, and are you comparing a partner with building this in-house?

### HOW WE CAN HELP

**Skills Coaching.** Six live sessions over three months.

**Selling for Impact.** Core field skills for Account Executives.

### NEXT STEP

A 30-minute conversation next week to size the team, confirm timing, and shape a plan around your new AEs.

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